

Mark:

My employer, AutoMax Preowned, has stratospheric click-through numbers on AutoTrader and Cars.com in the metro-Boston market, and it's *growing*. This is in large part through my efforts as webmaster/photographer.

I take flattering photos of the cars and write playful and informative descriptions free of car-sales jargon, to stand out way above the mundane. It's easy to school the others, I find.

Writing a blockbuster novel should be the same: catch the eyes of those who want more than the everyday, appeal to them as regular people, and they will bring fortune.

See my handiwork: [www.onlynicecars.com](http://www.onlynicecars.com), scroll down and click on "Marlboro inventory".

Dave Clark

